

Abstract

The thesis deals with the Czech food blogosphere and its development. It describes food studies and theoretical disciplines which had participated on the development. It presents current trends of online gastronomy. It defines blogs with the short note of the Web 2.0, describes their history. Also mentions the authors of the blogs as online influencers who might influence own readers and their opinions. It is followed by the history of foreign and Czech food blogs with their main representatives. Commercial possibility of blog and professionalism of bloggers is also mentioned. Part of the thesis presents the external and internal motivations to write blog. Shortly, the thesis describes the criticism of food blogs and also the plagiarism issues. The thesis presents the future of blogging as well. The conducted qualitative research is based on six semi-structured interviews with food bloggers and deals with their opinions of the Czech food blogosphere and creating and maintaining the blogs. It researches their motivation to write and tries to find out the positive and negative aspect of blogging and presumed development of Czech food blogs.